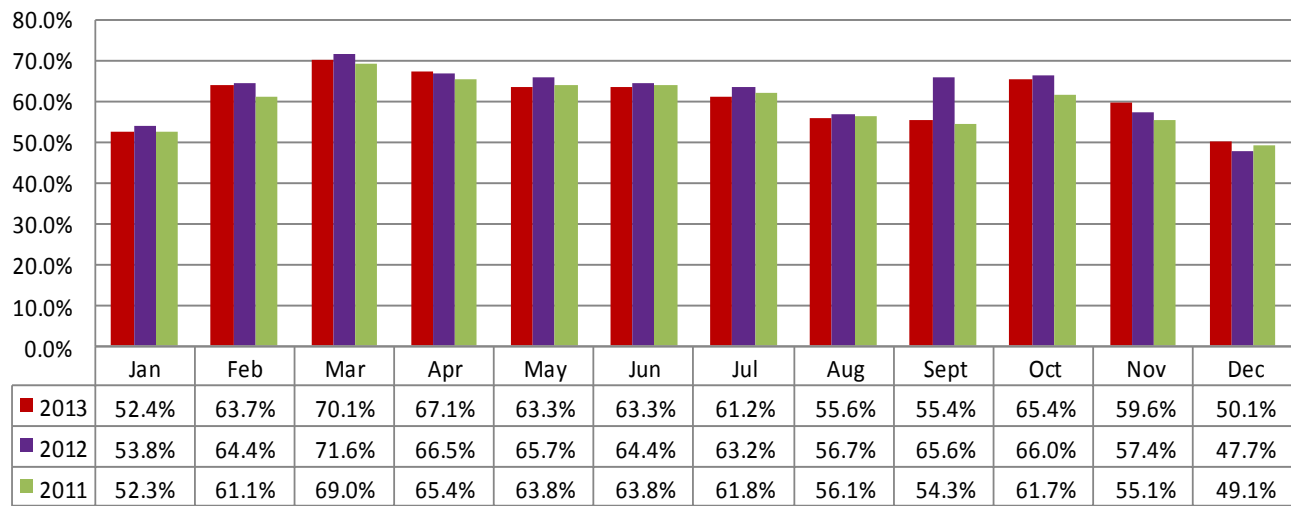


LODGING TRENDS

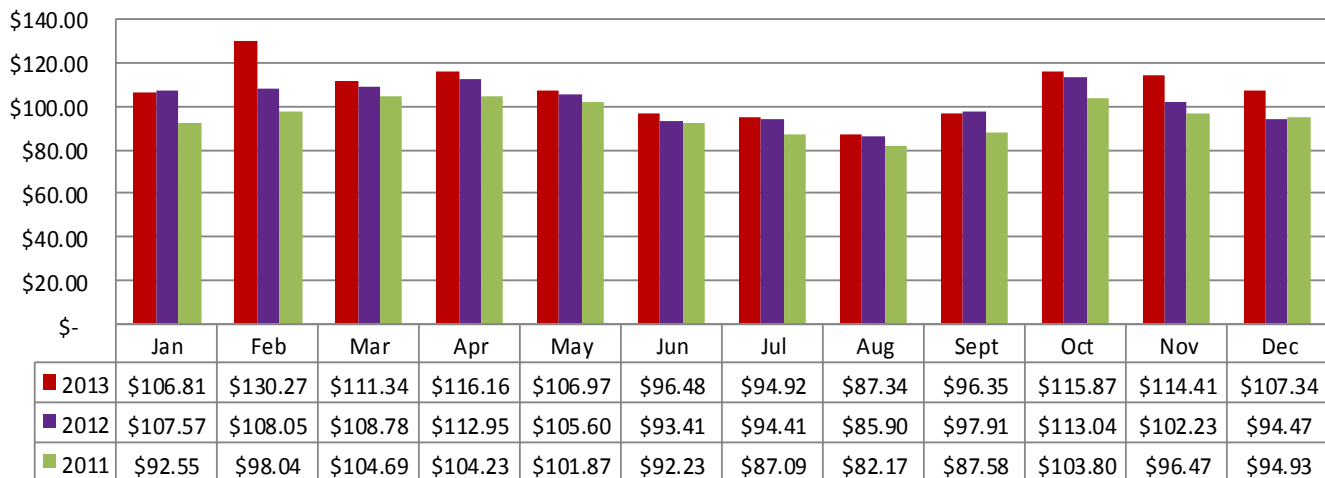
Hotel Monthly Occupancy (%) Trends: CY 2011 - YTD Dec 2013

Dec 2013 occupancy is **up 4.9 percent** over Dec 2012



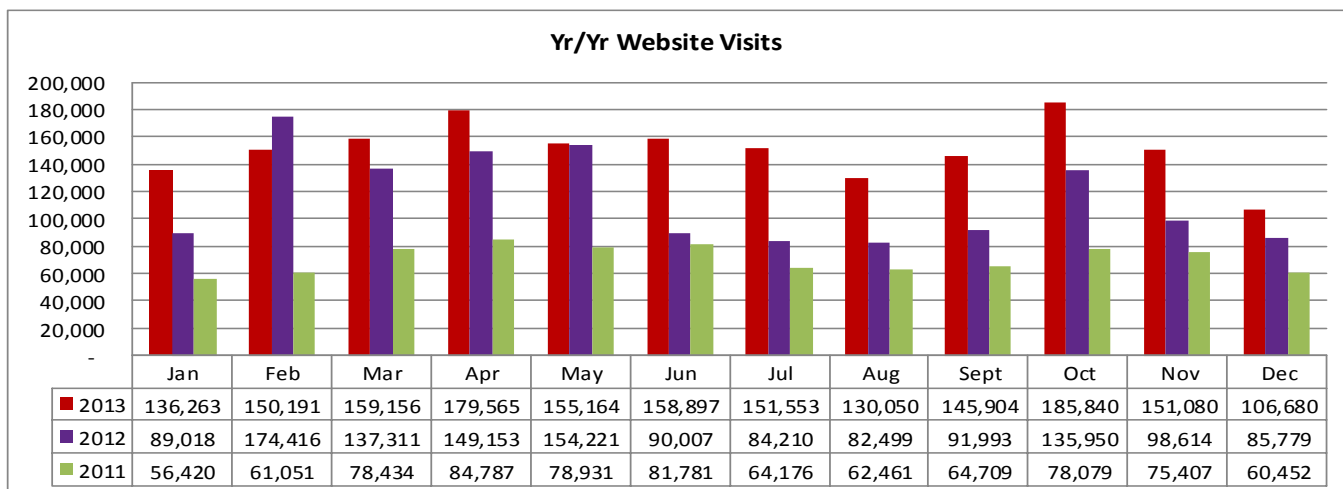
Hotel Average Daily Rate (ADR) Trends: CY 2011 - YTD Dec 2013

Dec 2013 ADR is **up 13.6 percent** over Dec 2012

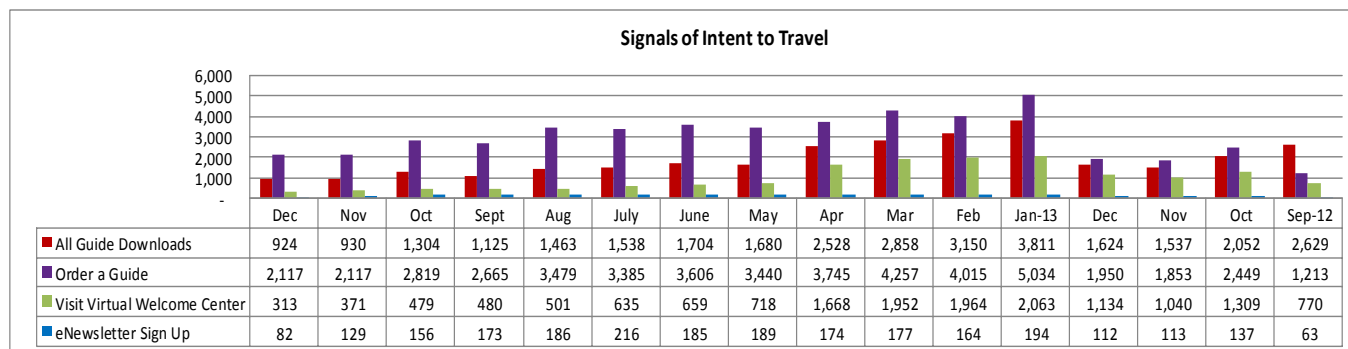


Source: Smith Travel Research

LOUISIANA TRAVEL.COM

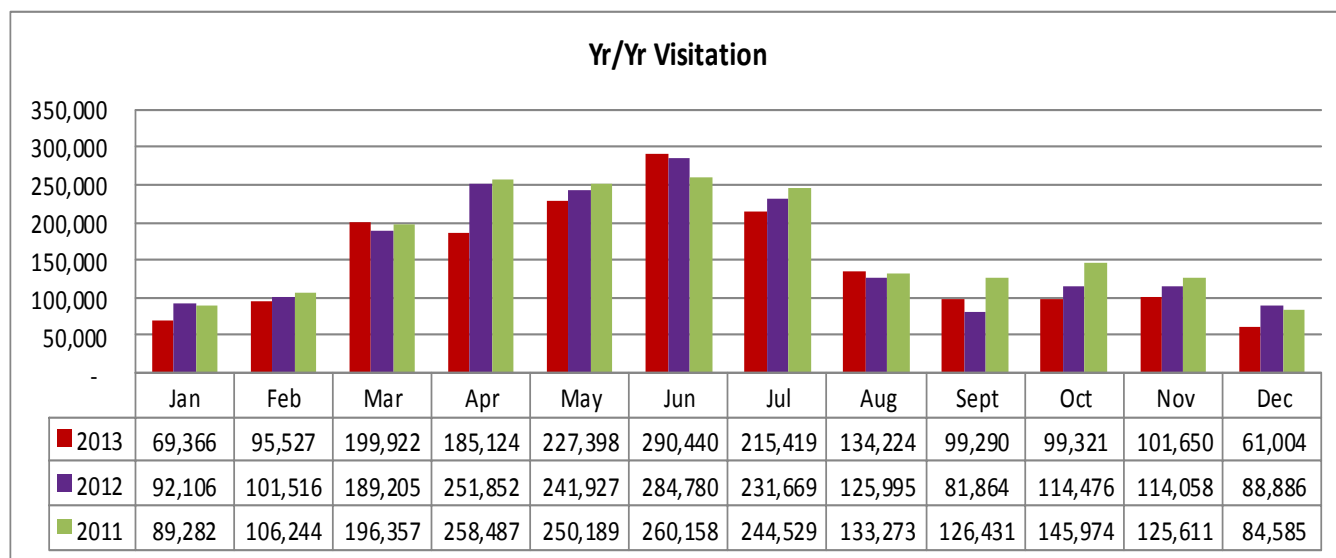


LouisianaTravel.com website had a 24 percent increase in web visits in December 2013 over December 2012.



Source: Google Analytics

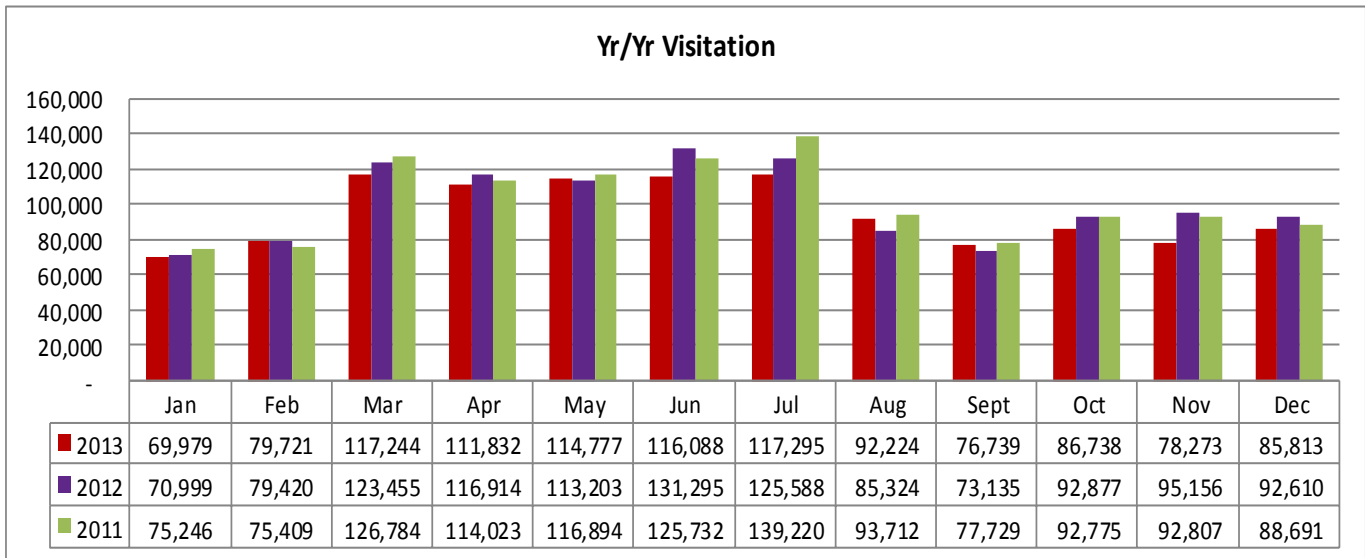
STATE PARKS



Source: Louisiana State Parks

For detailed information, contact Reggie Dumas with State Parks at rdumas@crt.la.gov or 225.342.8106.

WELCOME CENTERS



Statewide welcome centers had a slight decrease of 7 percent visitation in December over November 2013.

Welcome Center Visitor Totals

International - Dec 2013	
Canada*	1,404
Mexico	444
Australia	425
France	390
Germany	260

States** - Dec 2013	
Texas	19,705
Mississippi	7,001
Florida	6,921
Alabama	4,402
Georgia	2,455

Cities** - Dec 2013	
Houston, TX	3,390
San Antonio, TX	907
Mobile, AL	881
Jackson, MS	776
Austin, TX	706

International Jan - Dec 2013	
Canada*	24,679
United Kingdom	9,923
France	9,729
Germany	9,294
Mexico	5,566

States** Jan - Dec 2013	
Texas	247,886
Mississippi	89,684
Florida	70,644
Alabama	60,154
Georgia	29,614

Cities** Jan - Dec 2013	
Houston, TX	39,355
Mobile, AL	11,710
San Antonio, TX	9,235
Austin, TX	7,511
Pensacola, FL	7,282

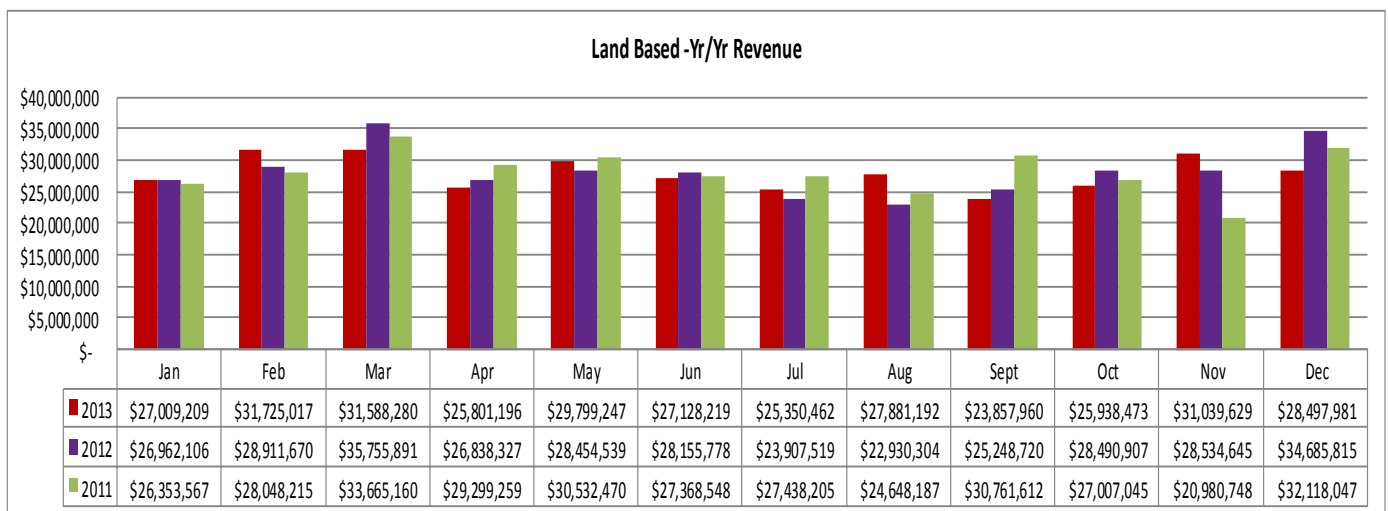
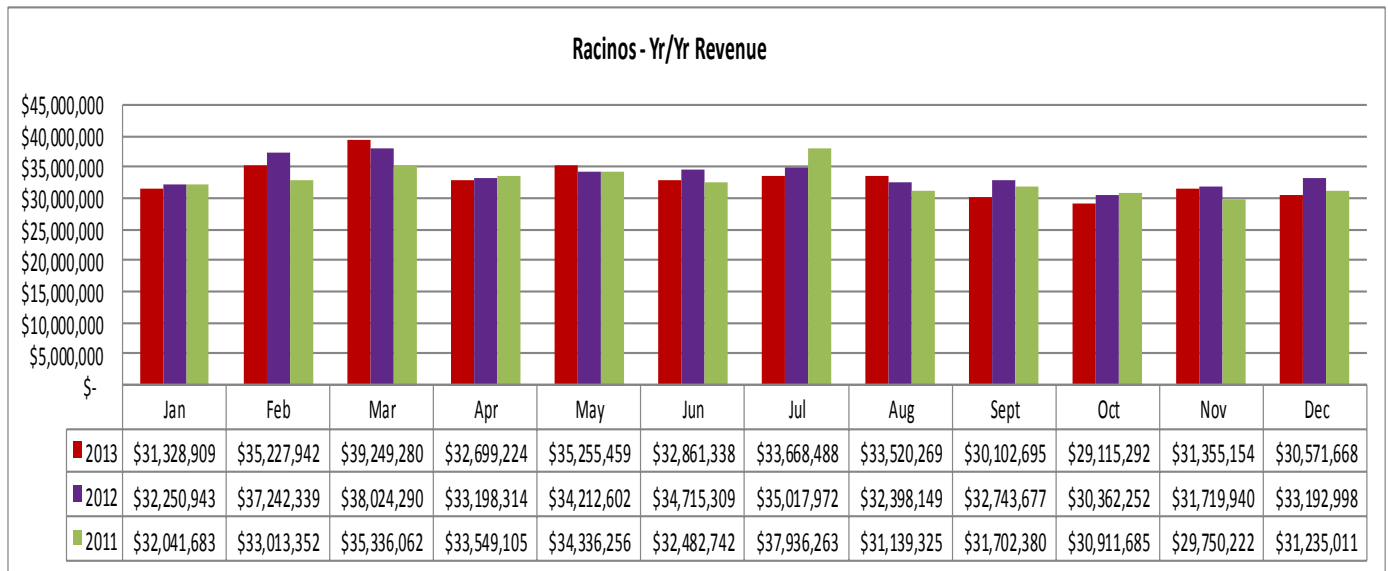
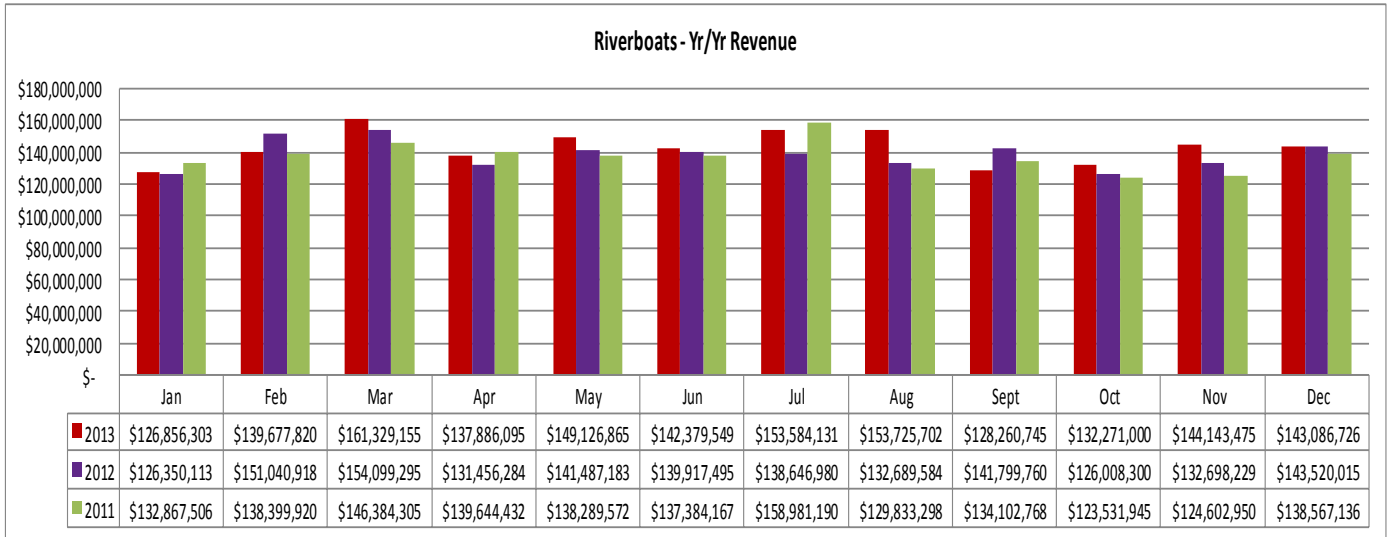
* Includes all of Canadian provinces in total. ** Excludes Louisiana residents.

Statewide welcome centers had a 13.9 percent increase of Canadian visitors in 2013 over 2012.

Source: Louisiana Welcome Centers

For individual Welcome Center visitation numbers, contact Nancy Broussard at nbroussard@crt.la.gov or 225.342.8122.

GROSS GAMING REVENUE



Source: Louisiana State Police